AMENDMENTS TO THE SPECIFICATION

Before the paragraph beginning at page 25, line 1, please insert the following new paragraph:

--Figure 11 is a flow diagram of exemplary data display steps in accordance with the present invention. Figure 12 is a flow diagram of exemplary data search steps in accordance with the present invention. Figure 13 is an exemplary document produced using the template of Figure 6. Figure 14 is an exemplary document having data elements common to the exemplary document of Figure 13, but using a customized template and different data elements suitable for a German viewer. Figure 15 is an exemplary document having data elements common to the exemplary document of Figure 13, but using a customized template and different data elements suitable for the biohazard industry.--

Please replace the paragraph beginning at page 12, line 3, with the following rewritten paragraph:

--Each record in the EntityStates data store 14 includes a unique entity state identification key EntityStateID, e.g., es1. Each entity in the Entities data store is related by a many-to-many relationship to one or more entity states in the EntityStates data store. Accordingly, each entity state is associated with a certain subset of entities. For example, the Default entity state is associated with the vinyl, latex, work, Kevlar® brand para-aramid fiber material and Nitrile gloves while the FoodPrep entity state is associated with only the vinyl, latex, work and Kevlar® brand para-aramid fiber material gloves because a Nitrile glove would be unsuitable for use in the food preparation industry.--

Please replace the paragraph beginning at page 15, line 8, with the following rewritten paragraph:

--After identifying a viewer state corresponding to the viewer, the system identifies corresponding entity state and data state information by reference to the ViewerState data store 40. The system then compares the Entity States described in the viewer's Viewer State, and then selects, restricts, and/or ranks related Entities accordingly. The system then compares the Data States described in the Viewer States, and then selects the most appropriate data elements from the Entities Data data store that relate to the selected entities, selecting no more than one data element of each Data Type for each entity. In essence, the entire database of entities and entity data is restricted, prior to the user's query, to produce a subset of information which will be used for the viewer's query. This is achieved by searching, in response to a query, only among the entities and entity data that correspond to the entity state and data state information provided in association with the viewer's viewer state. This allows the viewer to conduct queries on data that has already been customized to the viewer. For example, a viewer assigned a FoodPrep Viewer State will search only through subsets of Entities and Entity Data that are most suited to the food preparation industry. Additionally, it removes the possibility of returning to the viewer information not intended for the viewer's eyes, e.g., a wholesale price when the viewer is a retail buyer. For example, a viewer assigned a FoodPrep viewer state will have his search request performed by searching only through entities in the Entities data store 12 associated with entity state es2, namely, the vinyl, latex, work and Kevlar® brand para-aramid fiber material gloves, i.e., entities with an entityID of e1, e2, e3 or e4. --

Please replace the paragraph beginning at page 17, line 19, with the following rewritten paragraph:

--In review, figure 5 illustrates the following process: a) the viewer state FoodPrepGerman is selected, signifying a viewer in the food preparation industry in Germany; b) the FoodPrepGerman viewer state specifies entities with the FoodPrep entity state es2; c) the FoodPrepGerman viewer state specifies data states of FoodPrepGerman if available, if not, then DefaultGerman if available, if not then FoodPrep if available, if not then Default, cascading from ds7 to ds6 to ds2 to ds1; d) the FoodPrepGerman viewer state specifies presentation states of FoodPrepGerman if available, if not, then DefaultGerman if available, if not then FoodPrep if available, if not then Default, cascading from ps7 to ps6 to ps2 to ps1; e) the specified entity states select the products Vinyl glove, Latex glove, Work glove, and Kevlar® brand para-aramid fiber material glove, all which include entity state es2; f) the specified data states select one name, description, and price for each glove, choosing the data element for each that has the highest-ranking data state as defined by the cascading list ds7 to ds6 to ds2 to ds1; g) the specified presentation states select the Glove food Gmn presentation template because it ~~posseses~~ possesses the highest-ranking presentation state as defined by the cascading list ps7 to ps6 to ps2 to ps1; h) output documents are created for each selected entity, displaying each selected data element, in the format of the selected presentation template. The resultant output consists of documents describing products related to the German food preparation industry, with data most appropriate to that industry, using presentation formats most appropriate to that industry.--